

8 November 2018

Bullring scores a hat trick of designer brands

The Bullring Estate, comprising the Bullring, Grand Central, and Link Street, has announced that designer brands, Kurt Geiger, Calvin Klein and Tommy Hilfiger, are all opening new stores at Bullring, Birmingham's iconic shopping destination, before Christmas.

Premium British footwear and accessories retailer, Kurt Geiger, has signed for a new flagship store in Bullring. Located on the Mid-level East, the brand will take a 1,800 sq ft unit adjacent to Tommy Hilfiger and Calvin Klein. Designed by an in-house team, the new flagship store will feature a clean aesthetic and muted colour palette allowing the product to be showcased on architectural, geometric structures. Due to open at the end of November, the flagship store will offer the brand's full range of designer footwear and accessories including Kurt Geiger London, Carvela and KG Kurt Geiger for women and men.

Further strengthening the line-up of international brands is American fashion house, Calvin Klein, which has taken a 2,090 sq ft unit located next to Selfridges and Dune. The store was previously occupied by American fashion label Tommy Hilfiger who upsized to a larger store next to Selfridges and The North Face earlier in the year.

Iain Mitchell, Commercial Director at Hammerson commented on the signings: "The momentum of signings and openings at the Bullring in 2018 has been remarkable, and these three further additions to the premium international line-up really emphasise the importance of the centre as a leading retail and leisure destination. Alongside soon to open regional debuts for HUGO, Arket and Morphe, the new stores will really add a point of difference for customers shopping over the festive period and beyond."

News Release

Ross Warden, Retail Director at Kurt Geiger added: “Since launching the brand on Bond Street in 1963, Kurt Geiger has set itself apart and become the country’s leading premium footwear and accessories brand. We are delighted to be opening a flagship store in Bullring, and will soon showcase our full collection of shoes and accessories for women and men in Birmingham. With its location right in the heart of the city, Bullring was the obvious choice for our new flagship.”

Bullring celebrated its 15th birthday in September and is now one of Europe’s most successful shopping and dining destinations with a footfall of over 36 million a year. On opening, Bullring bought 53 new brands to the city, with more than 50 of the original brands continuing to trade there including Selfridges, Zara and Molton Brown. Over the last 15 years, the numbers of restaurants, aspirational brands and consumer brands at the centre have doubled.

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Notes to Editors

Hammerson

Hammerson own, manage and curate winning European destinations focused on flagship retail destinations and Premium Outlets. As at end of June 2018, our portfolio of high-quality retail property had a value of £10.6 billion and includes 22 prime shopping centres, 15 convenient retail parks and investments in 20 premium outlet villages, through our partnership with Value Retail and the VIA Outlets joint venture. Key retail venues include, Bullring, Birmingham; Bicester Village, Oxfordshire, Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille.

Kurt Geiger

Kurt Geiger is the #1 premium footwear brand in the UK, first opening its doors on Bond Street London in 1963. Since the sixties, Kurt Geiger has not stood still as it continuously evolves to make covetable fashion-forward footwear and accessories with a unique market position, pairing aspiration with accessibility, attracting a global customer base and a worldwide celebrity following.